



2026 DUST BOWL 100

RACE RECAP AND 2027 PROSPECTUS





2026 By The Numbers

Registered Participants*: 1,435

- Women: 235
- Juniors: 66

Largest women's and junior fields yet!

*All categories sold out in January

Friday Kids Race Participants: 54

Packets picked up during the Friday festivities: 731

Shakeout Rides: 3

States Represented: 35

Countries Represented: 8

Youngest Finisher: 11 years old

Oldest Finisher: 82 years old

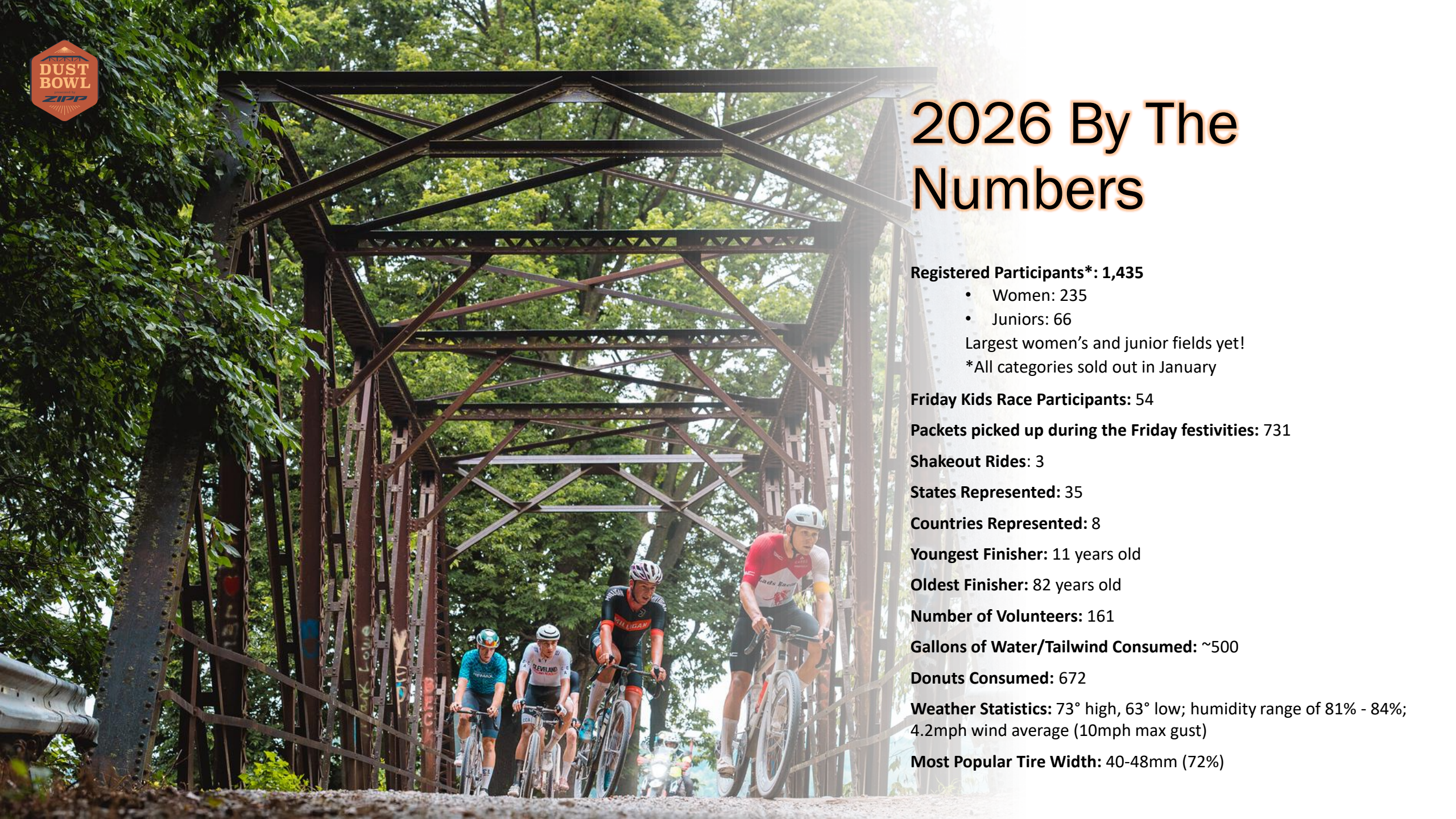
Number of Volunteers: 161

Gallons of Water/Tailwind Consumed: ~500

Donuts Consumed: 672

Weather Statistics: 73° high, 63° low; humidity range of 81% - 84%; 4.2mph wind average (10mph max gust)

Most Popular Tire Width: 40-48mm (72%)





2026 Race Recaps



100 Mile Elite Races:

The day's [most dramatic finish](#) belonged to the **Elite Women's field**, where a four-rider breakaway arrived at the final turn off the pavement together. **Samanth Johnson** (Lunchbox Racing) led the charge into the corner but lost traction on the loose gravel, sliding out and allowing Peta Mullens (Liv Tango Racing) to storm ahead.

In a stunning display of resilience, Johnson remounted immediately, hunted down Mullens within seconds, and held a fierce lead through the final half-mile. Johnson crossed the line in 5:12:18 to claim her third Dust Bowl 100 title in five years. Behind her, defending champion Mairén Lawson (Aegis Next Step Racing) pipped Mullens at the line by a fraction of a second to take second place, while Ellory Clason (Bissell ABG Cycling) crossed closely behind in fourth.

The **Elite Men's race** featured a nearly identical tactical battle. **Robert Oehler** (Lads Racing Collective) and Evan Boyle (Milligan University) broke away from a select group late in the race. Boyle led Oehler into the sharp turn toward the cyclocross-style finish but drifted wide on the exit. [Oehler seized the opportunity](#), diving into the inside line to take the lead. He held off Boyle to secure the victory, absolutely shattering the course record with a blistering time of 4:11:27. Derek Dotlich (Lads Racing Collective) rounded out the podium a few minutes later.



100 Mile Age Group Race:

The **100-Mile Men's Age Group** podium featured a spectacular clash of disciplines. **Kevin Clark** (Louisville, KY) captured the overall age-group victory aboard a singlespeed. He was followed closely by Sean Rickey (Milwaukee, WI) and junior rider Carter Lembke (Columbia, MO), who narrowly outsprinted Jake Mercado (Edina, MN) to claim the USA Cycling Junior Gravel National Series victory.

Clark's victory also cemented a [legendary family storyline](#): he is the father of Elite Women's champion Samanth Johnson, giving the family two overall victories on the day.

In the **100-Mile Women's Age Group**, **Cora Trout** (University City, MO) put on a dominant performance, stopping the clock at 5:06:54—a time faster than the Elite Women's field. Sarah Black (Traverse City, MI) and Gwen Talaski (Scottsdale, AZ) joined Trout on the overall podium, with Black also winning the USAC Junior Gravel National Series race.

Full Results



100K and 44 Mile Races:

The 100K and 44-Mile fields saw rewriting of the record books across the board:

100K Men: 16-year-old **Roenen King-Ellison** (Minneapolis, MN) crushed the course record (2:51:32) to take the overall and USAC Junior Gravel National Series wins, followed by Lucas Stierwalt (Maineville, OH) and singlespeed competitor Michael Larson (Bloomington, IN).

100K Women: **Kelsey Devereaux** (Fortville, IN) dismantled the women's course record with a winning time of 3:05:34. Brittany Newman (Dow, IL) and Sophie Boller (Carmel, IN) completed the podium. Reese Drajka (Ada, MI) took home the USAC Junior Gravel National Series win.

44-Mile Women: **Kamila Bujko** (Louisville, KY) set a new course record of 2:12:05, sharing the podium with junior Berkley Browning (Columbus, IN) and singlespeed rider Sarah Larson (Bloomington, IN).

44-Mile Men: **Chris Carr** (Fortville, IN) took the top spot in 2:08:48, followed by Albert Schafer (Fishers, IN) and Declan Doyle (Indianapolis, IN).



2026 Participant Feedback

- "I absolutely love this race, the **course is fantastic** - perfect mix of road, gravel, and hills. The **town is so welcoming** and the race direction is on point. Thanks for another fun year!" – Kate (KY)
- "It was **perfect**, top to bottom. **Communication was off the charts**. Great local people, volunteers and just a **fantastic overall experience for a first-time rider**. I will be back. It was definitely a world class event and once in a lifetime experience that I so enjoyed!" Michael (IN)
- "Your **packet pickup is the best I've ever been to**. This was the best ride I have done in years. Your volunteers were the most **amazing people**. The community! The way the people just sit out and watch us destroy ourselves on these gravel roads is awesome. **It made you feel like you were somebody.**" – Nathan (IN)
- "Great communication, **well organized, efficiently run**. My family really enjoyed racing the Dust Bowl. I did the 100 mile, my 15-year-old daughter raced the 100, and my 12-year-old son did the 44 mile. I would like to compliment the Dust Bowl team on such a well organized and effectively ran race! **Everything was top notch!**" – Mike (OH)
- "Extremely friendly staff, volunteers and law enforcement controlling traffic at the busy intersections. Thanks for another awesome event, **one of the highlights of the season** and well worth the trip!" – John (IL)
- "It was a **perfect day**, great start line set up, and **excellent vibe**. Great announcers! Has been a **great venue** every time I have participated." – Dana (IN)
- "It's just a really well-put-together race. Great communication, **volunteers were happy to be there and knew their roles**, the **course was challenging without being unapproachable**, and the seat post timing chips were really slick, as was the on-course tracking and text notifications... Y'all did a great job and I wish some of the races around here would take notes!" - Blair (MI)
- "**Camping** availability was key for us. This was an **absolutely incredible experience**. The atmosphere was great, course was great, just all around an awesome trip up from Texas." – Mark (TX)
- "Organization and communication was the **best of any race that I have attended**. Post race meal was great! Thank you for a fantastic event!" – Sabine (MN)



How the Dust Bowl 100 Compares

A majority of participants gave exceptional ratings* to the following aspects of the Dust Bowl 100 compared to other gravel races they have participated in:

- **Overall Event** (66% rated it “among the best” / 26% “better than average”)
- **Communication** (80% “among the best” / 16% “better than average”)
- **Packet Pickup** (71% “among the best” / 21% “better than average”)
- **Course Markings** (58% “among the best” / 29% “better than average”)
- **SAG Stops** (48% “among the best” / 35% “better than average”)
- **The Route** (45% “among the best” / 40% “better than average”)
- **Venue** (48% “among the best” / 36% “better than average”)
- **Parking** (48% “among the best” / 35% “better than average”)
- **Post-Race Atmosphere** (49% “among the best” / 39% “better than average”)



*data pulled from post-event survey sent to all participants



Giving Back

- The Dust Bowl 100 was able to support the following programs and initiatives in 2026:
 - 19 bicycles donated to students in the Eminence Community Schools system
 - \$4,295 raised for Eminence Community Schools through Camping and Shower fees
 - \$1,470 raised for Eminence Community Schools through rider donations at the SILCA Bike Wash
 - \$4,320 donated to Eminence Groups for volunteer hours
 - \$930 raised for the Eminence A&A Fire Department through Camping Fees
 - 12 full student scholarships funded for the 2026 Indiana Interscholastic Cycling League (NICA) season
 - 1,500+ items donated to the Eminence Christian Church food pantry
 - Designated **Funding Ride** for Bicycle Indiana (\$1 per participant donated to BI)
 - **Monetary donation** to Putnam Parks & Pathways to support their work expanding outdoor opportunities in Putnam County





2026 Economic Impact

- 50% of participants came from outside of Indiana to participate
- Participants spent an average of \$415 during their trip* (total economic impact of \$494,265)
- 57% of participants spent at least 1 night away from home to attend the Dust Bowl 100*:
 - 34% spent 1 night away from home
 - 14% spent 2 nights away from home
 - 9% spent 3+ nights away from home
- Lodging location of those that stayed overnight*:
 - Hendricks County (Plainfield) – 28%
 - Putnam County (Cloverdale/Greencastle/Lieber) – 16%
 - Morgan County (Martinsville/Mooresville) – 14%
 - On-Site Camping – 21%
 - Other – 21%



*estimates based on data pulled from post-event survey sent to all participants (265 responses)



2026 Social Media Reach

- **Instagram*:**

- Followers: 3,478 (+954 in 2026)
- Views: 1.3M
- Visits: 10,400
- Total Organic Reach: 77,700
- Total Interactions: 28,500

- **Facebook*:**

- Followers: 1,995 (+429 in 2026)
- Views: 427,900
- Viewers: 75,300
- Visits: 19,200
- Total Interactions: 9,113



*YTD through 7/30/2026



2026 Livestream Recap



YouTube Metrics*:

- Impressions: 60,400
- Total Views: 10,255
 - Live Views: 6,955
 - Replayed Views: 3,300
 - Unique Views: 6,600
- Peak Concurrent Views: 494
 - Average Concurrent Views: 302
- Total Watch Time: 2,788 hours
- Total Likes: 154
- Total Chats: 440 (1.19 messages/minute)
- Total Reactions: 37
- New Subscribers: 141



YouTube Viewer Demographics*:

- Gender:
 - Male – 82%
 - Female – 18%
- Age:
 - 25-34 - 13%
 - 35-44 - 24%
 - 45-54 - 22%
 - 55-64 - 24%
 - 65+ - 14%
- Top 5 Views by State
 - Indiana – 2,187
 - Illinois – 753
 - Michigan – 408
 - California – 391
 - Kentucky – 375



Additional Reach*:

- **On-Site Direct Reach:**
 - Approximately 1,000 people viewed the livestream on-site in Eminence on race day
- **Livestream specific posts on Instagram and Facebook:**
 - Total Posts: 16
 - Total Views: 115,669
 - Total Reach: 56,548
 - New Follows: 85
- **DustBowl100.com traffic:**
 - Pageviews up 943% on race day compared to the rest of July (28,719 race day views)

[Livestream Replay](#)

*through 8/6/2026



2027 Dust Bowl 100

- Date: Saturday, July 24th
- Expected number of participants: 1,500





2027 Sponsorship Opportunities

Monetary Sponsorship Opportunities

- | | |
|---|----------|
| • Pro Prize Purse Sponsor (includes logo on novelty podium checks) | \$10,000 |
| • Entertainment Sponsor (includes prime logo placement on stage/podium) | \$3,000 |
| • Route Sponsor (presenting sponsor of 1 of the 3 routes) | \$2,500 |
| • Post-Race Meal Sponsor (includes banner at the dining tent) | \$2,500 |
| • T-Shirt Sponsor (large logo placement on the event shirt) | \$2,500 |
| • Support vehicle sponsor (your logo on each support vehicle) | \$2,000 |
| • Water Bottle Sponsor (given to all participants) | \$2,000 |
| • Cooling Towel Sponsor (handed out at finish line) | \$2,000 |
| • Dust Bowl Koozie Sponsor (given to all participants) | \$1,500 |
| • Aid Station Sponsor (sponsor named aid station with signage) | \$1,000 |
| • Ice Sponsor (signage at all ice coolers at venue and SAG stops) | \$1,000 |
| • Kids Race Sponsor (presenting sponsor of Friday kids race) | \$1,000 |
| • Pre-Race Meal Sponsor (sponsor signage at donut/coffee table) | \$1,000 |
| • General Supporting Sponsor | \$500 |

In-Kind Sponsorship Opportunities

- On-course vendor run oasis/aid station
- Donation of or discounted purchase price on children's bikes to be given to Eminence students
- Donation of supplies for the bike wash station – degreaser, chain lube, brushes/sponges, etc.
- Merchandise or apparel to be used for participant giveaways and prizes
- Pre-packaged snacks, sports drink mix and/or fresh fruit to be provided to participants at aid stations
- Donuts and/or coffee for the pre-ride meal
- 5-gallon water jugs to be used at aid stations
- Event operational supplies such as marking paint, parking cones, caution tape, step ins, trash cans, trash bags, etc.
- Course tape
- and many more....

Additional Sponsor Benefits

- | | |
|---|---|
| • Logo included on main event banners, event t-shirt, and dustbowl100.com website | • Sponsor highlight/feature in email communication sent to participants |
| • Logo included on rolling bottom third of race livestream | • Free race entry, plus free space at the vendor expo (Friday 7/23) |
| • Sponsor specific post(s) and stories on the @dustbowl100 social media accounts | • Opportunity to provide business cards, coupons, stickers, etc. to be added to participant swag bags |

Thanks to our 2026 Sponsors!

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Contact Information

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